THE CIGARETTE THAT GOES WITH SUCCESS

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BY APPOINTMENT
TO HER MAJESTY THE QUEEN
STATE EXPRESS
CIGARETTE MANUFACTURERS
ARDATH TOBACCO CO LTD

In a pack suitable for every occasion

'A beauteous evening calm and free'

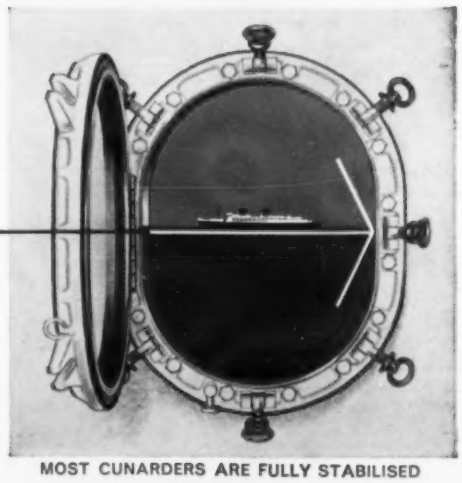
They enjoyed the cocktail party enormously. They met interesting people . . . did full justice to the most fascinating array of canapes that ever graced a tray. Afterwards they dined from a menu that might have been set to music. Now, while the rival attractions of dancing and cabaret, film or concert are discussed, they have just one more turn on deck to see the sun taking its final curtain in the West.

Consult your local travel agent or CUNARD LINE, Cunard Building, Liverpool, 3 (Liverpool Central 9201): 15 Lower Regent Street, London, S.W.1 (WHItehall 7890): 88 Leadenhall Street, London, E.C.3 (AVEnue 3010).

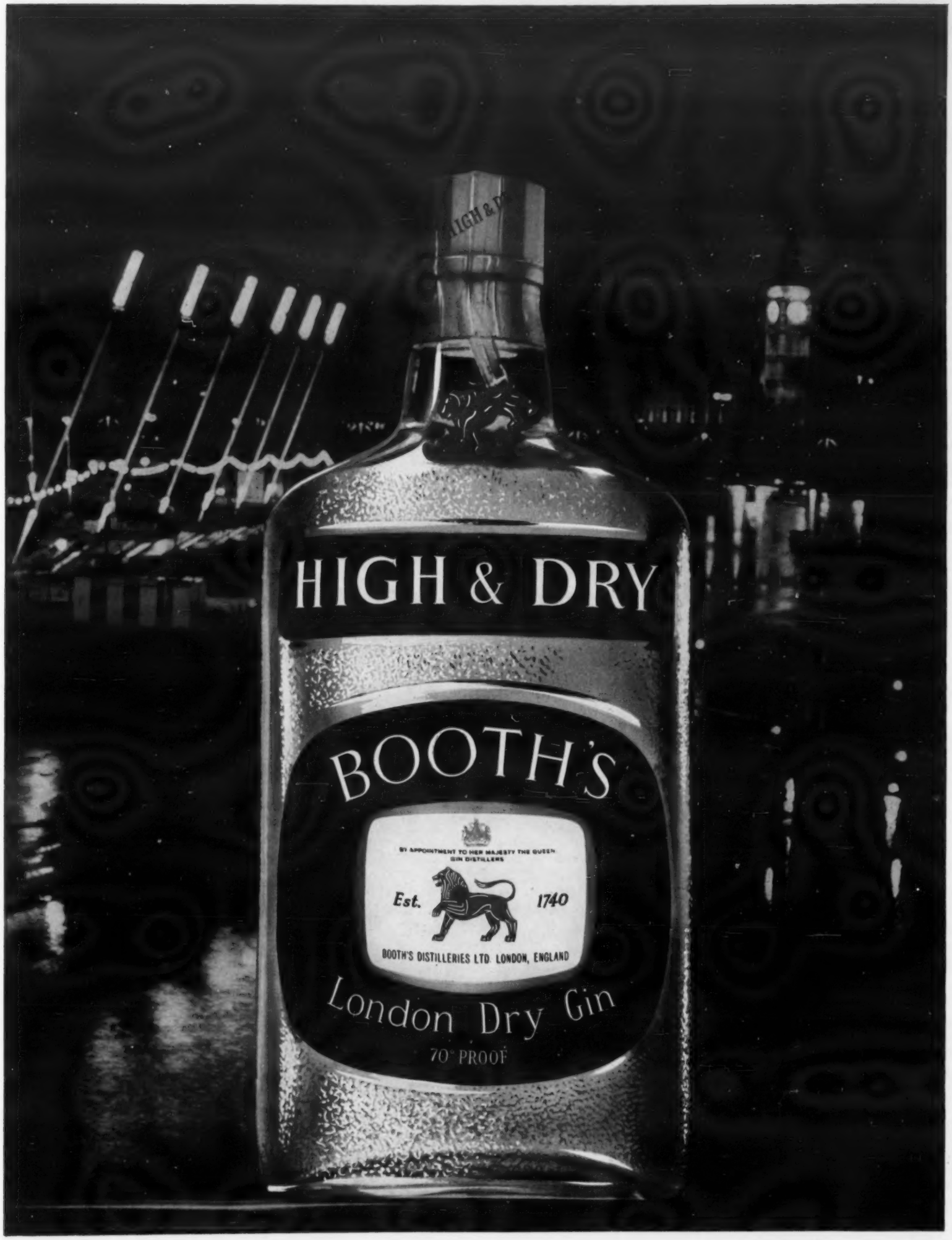
steady as you go

Cunard

TO USA AND CANADA



MOST CUNARDERS ARE FULLY STABILISED



Outstanding!

The secret of a 'dry martini'